



2. Elite Coaching

Discover In-Cab Driver Coaching for Elite Fleet Performance

Empower the drivers to drive major fuel savings, significant CO₂ reduction and a superior safety record.





This is the second in a series of guides on how to achieve **Elite Fleet Performance**: major fuel savings, significant CO₂ reduction and a superior safety record.



Elite
Technology



Elite
Management



Elite
Coaching



Elite
Results



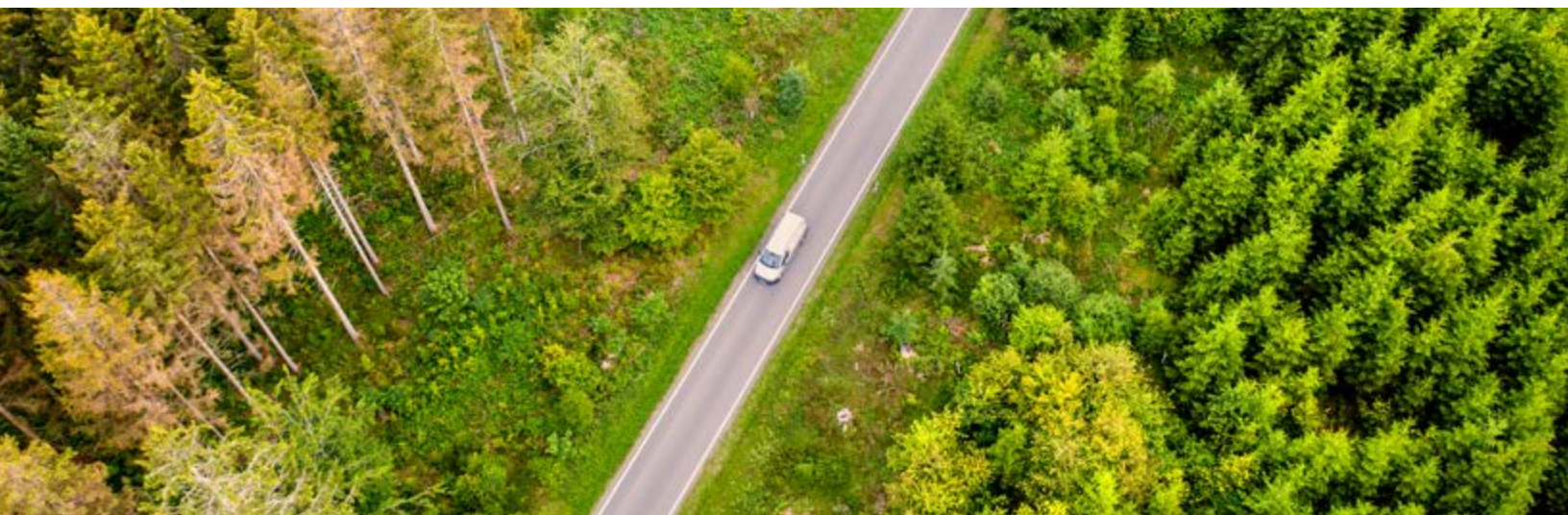
Elite
Engagement

Fleet managers and operations directors are under mounting pressure to simultaneously increase fuel efficiency, lower carbon emissions, and reduce the amount of wear and tear on their vehicles—all while cutting the expenses required to cover their insurance premiums.

Whether you're leading a team in logistics, food delivery, healthcare or pharmaceuticals, fleet management departments are currently caught up in a whirlwind of turbulent market conditions.

Levels of efficiency are still being outpaced by consumer demand while public policy and opinion are pressuring vehicle fleets to minimise their carbon emissions. Forces from the top are insisting that more costs need to be cut, and workforce volatility is also an issue.

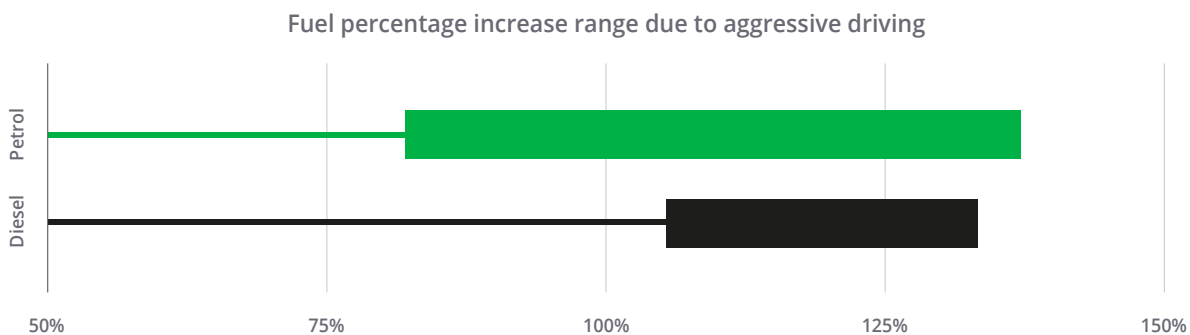
To tackle these challenges, vehicle fleets need to enhance efficiencies, minimise driver downtime and push for elite levels of performance at the wheel.



Driving style makes a real difference

Much of the data out there suggests the most effective move fleet owners can make is to actually change the way drivers drive their vehicles. In [one of many similar studies](#), researchers compared two different driving styles—aggressive and defensive—to assess how each affected fuel consumption and exhaust emission.

Aggressive driving led to an increase in fuel consumption ranging from 79–137% in petrol vehicles, and 116–128% for diesel vehicles. Aggressive driving also led to a ‘great increase of exhaust emissions’.



So clearly, if drivers could be effectively trained to drive in the most efficient ways, this would translate into major savings on fuel and lower environmental pollution. The reality of achieving this however, is a little complex. Driver training approaches have not delivered the hoped-for results, instead often turning out to be ineffective, expensive, and time-consuming.

The trouble with driver training today

There are a few different driver training solutions available to today's fleet managers and their drivers, ranging from telematics data review to online learning to face-to-face training. We'll now review each of these and discuss the issues with each.

1. Telematics data review + driver consultation

A telematics system is your standard 'black box' fleet technology—it sits within the vehicle and records driving data.

This data is often not presented in a clear, easy-to-interpret way for drivers to see and understand for themselves.

Instead, it has to be passed along the chain of command for collation and analysis—this can involve several members of staff before it makes it into the hands of the right person.

From there, a manager or other team member may meet with the driver in question to reflect on whatever 'events' may have been flagged by the system, and instruct them on how they can improve to meet their performance targets.

Overall, it's a slow, disjointed and largely ineffective process.

Because of the delay between the driving issues occurring and the follow-up conversation, there is very little the driver can do except promise to do better next time. They may not even remember the occasions being flagged. Meanwhile, the negative effect of being taken aside can also be bad for driver morale.

2. Online learning

E-learning and distance learning courses are another popular training option for drivers.

These courses can be costly—as well as their actual price, they require drivers to be away from the wheel during working hours.

For the most part, courses such as these end up being carried out as a box-ticking exercise—they might sound good to insurers, but usually fail to deliver any real-world impact on driving habits.

Drivers can easily regurgitate the information in the videos and pass the necessary tests without really taking it in.

But for the lessons learned to translate into tangible driving improvements, they need to be developed and trained on the job, in response to real-life situations.

3. Face-to-face driver training

Because it involves more practical at-the-wheel practice than an online or distance learning course, face-to-face driver training is more effective than online or distance learning.

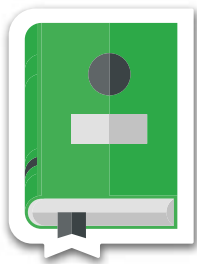
But in terms of the time and financial costs incurred, it is a significantly pricier alternative (and again, the net loss of fleet downtime will compound the steep cost of the courses themselves).

Face-to-face driving training tends to be applied as a more severe training measure, used for drivers who have reached a particular threshold of accidents on the job, for example. This again brings into play the element of perceived disgrace or underperformance, which can have a negative effect on the driver's state of mind.

While participants might drive better during the training when under observed conditions, once they return to their vehicle under normal working dynamics, their habits tend to revert back to normal.

Today's approaches to driver training: conclusions

There are a number of reasons why these driver training approaches are collectively failing to help vehicle fleets achieve elite performance.



They separate training and work

They either create fleet downtime, or provide coaching that merely translates to theoretical learning, with little to no carry-over to improving real-world driving behaviours on the job.



They are reactive, not preventative

By the time an issue is flagged and relayed to the driver, it is too late to effectively analyse the behaviour in question and provide a constructive solution.



They fail to provide positive employee engagement

Approaches built around senior intervention and discipline rather than encouragement and reward can make drivers feel resentful, and that they are not trusted as professionals.



They don't provide targeted training points

Vague driving advice is often unhelpful. For drivers to be aware of their own habits, they need to receive coaching points that are specifically targeted to how they drive.

Why we need a smarter approach to driver training

Pressures to keep fuel costs, carbon emissions and insurance premiums down all present an urgent need to radically change how driver training and coaching works.

Driver training needs to be more efficient, cost-effective and timely.

It needs to be practical and transferable in nature, and built on preventative measures rather than retrospective attempts at coaching. It should be specifically targeted to the habits and behaviours of individual drivers, and designed to cultivate genuine improvement that lasts.

And, it needs to be underpinned by principles of encouragement, motivation, autonomy and reward: the carrot, rather than the stick.

In-cab driver coaching: a smarter approach

Driver training needs a smarter approach that starts with the drivers themselves, entrusting them with the autonomy to actively improve their own performance.

Lightfoot applies that very approach. Our system revolves around real-time in-cab driver coaching.



Lightfoot is powered by an ingenious in-vehicle device that interprets driving data with pinpoint accuracy—even taking into account factors that may occasionally warrant more 'aggressive' driving, such as a steep hill or a heavy tow load.

This in-cab unit understands exactly what is happening at any given time, making drivers aware

of their actions using real-time light and audio cues, to prevent the prolonging of bad habits.

Drivers can still use high revs or brake sharply when needed, but if they can stay in Lightfoot's prescribed 'sweet spot' for most of their time at the wheel, they can be sure that they are driving in a way that is safe, fuel-efficient and environmentally friendly.





Lightfoot puts drivers in control

No more tension between staff and management. Instead, your drivers can take charge of their own training, and feel trusted to better their own performance.



Lightfoot is cost-effective

Real-time in-cab coaching reduces the disruption, workload and costs associated with other training methods. No third parties or fleet downtime required.



Lightfoot is built on positive driver engagement

A points system and regular rewards incentivise good driving, rather than penalising aggressive driving events.

Overall, Lightfoot offers those in charge of fleets a proactive, preventative and practical way to enhance their training measures, and achieve elite performance. It also means they can get the best possible return for money and time invested in their drivers.

Lightfoot significantly reduces CO₂ (University of Bath)

Academics from the University of Bath's Department of Mechanical Engineering tested Lightfoot on 15 vans, collecting over 39,000 km of driving data.

It was observed that the use of **Lightfoot saved an average 7.6% of fuel**, and that the savings were obtained as a result of improvement in driving behaviour.

[The paper](#) concluded:



“If Lightfoot is fitted on most of the light commercial vehicles, it would help in significantly reducing CO₂ emissions from vehicles, helping governments achieve their respective CO₂ emissions reduction targets.”

Lightfoot is helping Tesco cut emissions

Tesco Grocery Home Shopping estimates it will **cut its CO₂ emissions by more than 7,000 metric tonnes** in just one year thanks to the introduction of Lightfoot across its fleet of delivery vehicles.

[According to Matt Rhind](#), Distribution and Fulfilment Transport Director for Tesco:

TESCO

“The Lightfoot app gives every one of our home delivery drivers real-time feedback on their driving style so they can make immediate improvements and reduce their emissions on every trip they make.”

Lightfoot has an EV-ready solution

As fleets begin to take steps towards electric vehicles, the in-cab coaching approach will become essential to handling new efficiency demands. Driving style has a [significant impact](#) on the range of an electric vehicle—how far it can travel on a full charge.

[Lightfoot's EV solution](#) coaches drivers to optimise their driving style and maximise their range by up to 30%. It also provides other features including expense management, charge reminders and reporting.



Lightfoot holds the key to Elite Fleet Performance

With just two weeks of Lightfoot in your drivers' cabs, up to 80% of your fleet can achieve Elite Performance—meaning major fuel savings, high carbon efficiency, and a superior safety record.

Lightfoot has been proven to deliver up to:



15%

mpg gain



40%

accident
reduction



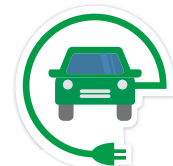
45%

less
downtime



15%

lower
carbon
emissions



20%

greater
range per
charge in
electric
vehicles

As well as being a potential replacement, real-time in-cab coaching can also support existing driver training programmes by reducing the workload and associated costs.

With Lightfoot installed in all vehicles, the vast majority of drivers will achieve a swift and significant improvement in their driving style. This means that more involved and expensive approaches such as special off-the-job training sessions can be targeted only at the tiny proportion of drivers who may need further support.



Reducing the workload and associated costs.

Significant improvement driving style.

Take the next step to Elite Fleet Performance

Fleet management is changing.
**Elite Fleet Performance starts
with the driver.**

With the right training system, your drivers can truly take control of their own actions at the wheel, and start the journey towards elite performance. But now you know how to bring real improvements to driving style, how can you ensure that these improvements last in the medium- to long-term?

**Discover that in
the next guide:
Elite Engagement.**



Key takeaways

➤ Today's fleets face a number of mounting pressures and challenging market conditions. They need to keep insurance costs down and reduce vehicle wear and tear, while improving fuel efficiency and lowering carbon emissions.

➤ The best way for vehicle fleets to lower emissions and increase fuel economy is to focus on driving style, and push for elite levels of performance at the wheel.

➤ The problem is that most driver training and coaching systems on the market today are not good enough. They are laboured, disjointed, create negative working dynamics, and don't do enough to actively prevent poor driving practices on the job.

➤ Lightfoot is a smarter approach to driver training...

- Its ingenious in-cab system can analyse driving behaviours with pinpoint accuracy, allowing for necessary instances of aggressive driving, while working to prevent the prolonging of bad habits with real-time commands.
- It is a cost-effective system that puts the driver in control of their own performance and engages drivers in a positive way.



Learn how to make improved performance last, in the next guide:

Elite Engagement

[Download eGuide](#)

[or Book a Meeting Now](#)